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Message Text

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PAGE 01 NAHA 00111 200953Z

11
ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 (ISO) W
---------- 028101
R 200837Z MAR 74
FM AMCONSUL NAHA
TO USDA, WASH, D.C.
INFO SECSTATE WASHDC 1330
AMEMBASSY, TOKYO 756

UNCLAS NAHA 111
E.O. 11652 N/A
TAGS: BEXP JA BFOL EAGR
SUBJECT: ATO: SPAGHETTI SAUCE
1. 588/03/A005
2. 032074
3. H. COCHRAN
4. 588 JAPAN
5. IAD
6. A. REPLY TO--
6. B. MR. KAMESUKE KINJO, PRESIDENT
6. C. SUN HOME CO., LTD.
3020, GUSUKUMA, URASOE, OKINAWA, JAPAN

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7. CABLE: RBC, OKINAWA, JAPAN TEL: 0988-776766
8. CO. REF. HILL BROS. COFFEE, INC., 2 HARRISION, SAN FRANCISCO,
TEL: 392-1541: BANK OF RYUKYUS, NAHA, OKINAWA, JAPAN
9. 104-11 9A DIRECT SALE AND DISTRIBUTORSHIP
10. DESCRIPTION.
2035351-0000. SPAGHETTI SAUCE, PLAIN, WITH MEAT BALLS, AND
WITH MUSHROOMS. ESTIMATED QUANTITY FOR ALL THREE TYPES ABOUT 1,000
CASES PER MONTH. UNABLE ESTIMATE VALUE. FOR RESALE TO SUPER-
MARKETS. NEEDS CATALOGUES, PRICE LISTS, QUOTE F.O.B. OR C.I.F.
NAHA.
UNABLE ESTIMATE ANNUAL SALES POTENTIAL. MARKETING TERRITORY
IS PRIMARILY OKINAWA (POP. 1.1 MILLION). SECONDARY MARKET IS ALL
OF JAPAN SOUTH OF OSAKA. BUYER REPRESENTS U.S. EXPORTER OF PACKAGED
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SPAGHETTI, SEEKING REPRESENTATION OF SPACHETTI SAUCE TO COMPLE-

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MENT. BUYER ALSO REPRESENTS HILLS BROS. COFFEE (SINCE JAN 74),
IMPORTS ABOUT 600 CASES/ MO. NOW NEGOTIATING FOR EXCLUSIVE
REPRESENTATION IN JAPAN FOR MAJOR U.S. HOME APPLIANCES MAKER.
ESTIMATED ANNUAL SALES VOLUME ABOUT $3 MILLION. EMPLOYEES 64,
INCLUDING 35 SALES. HANDLES NO COMPETING LINES. MEDIUM-SIZED
FIRM EST. 1973, SUBSIDIARY OF RYUKYU BROADCASTING CO. (ANNUAL

PAGE THREE RUAOBQA4294 UNCLAS
SALES ABOUT $10 MILLION, SHAR OF OKINAWAN MARKET ABOUT 60 PERCENT).
RBC HAS MOVED INTO REAL ESTATE DEVELOPMENT, OWNS TRACTS TOTALING
6.5 MILLION SQ.FT. 400 HOMES NOW UNDER CONSTRUCTION ON ONE MILLION
SQ.FT. TRACT. PLANS SUPERMARKET IN EVERY DEVELOPMENT. BUYER
TO PROVIDE ALL ELECTRICAL APPLIANCES FOR HOMES, ALSO MOVING INTO
FOOD LINES. ACCESS TO ALL OF JAPAN SOUTH OF OSAKA PROVIDED BY
RBC TIE-UP WITH TBS AND NEC (TWO OF JAPAN'S PRIVATE TV NETWORKS)
AND RESULTANT TV MARKETING EXPERTISE. THIS OPPORTUNITY OFFERS
CHANCE FOR U.S. EXPORTER TO COVER OKINAWA AND PERHAPS PENETRATE
INTO JAPAN SOUTH OF OSAKA BY WORKING WITH PRINCIPALS OF
MEDIUM-SIZED FIRM, ALL OF WHOM SPEAK ENGLISH.
SYLVESTER

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Disposition Approved on Date:
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Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
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Document Number: 1974NAHA00111
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
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